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# FOOD INFORMATION CALENDAR

OFFICE OF INFORMATION      UNITED STATES DEPARTMENT OF AGRICULTURE

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No. 163

POSTWAR ROLE OF MARKETING. . . . "As long as people anywhere are ill-fed, ill-housed, or ill-clothed, the only sane and conclusive answer to the problems of over-production is an expansion of markets through expanding consumption," Robt. H. Shields, PMA Administrator, told officials of the National Marketing Association meeting in Washington last week. Mr. Shields said that we can count on a level of farm production at least 25 percent above prewar even after the famine emergency is over and that our basic problem is to find ways to increase consumption. He discussed the following specific problems ahead: (1) Elimination of wartime price controls and subsidies as soon as possible but in a way that will help agriculture recon-vert soundly from war to peace; (2) Working out permanent price and income policies while carrying out price-support commitments; (3) Reviewing interstate trade barriers; (4) Strengthening marketing services, such as inspection and market news; and (5) Improving market terminals in many of the principal cities to eliminate unnecessary duplication and prevent waste and deterioration of perishable foods.

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MAY 1 CROP REPORT. . . . The forecast for winter wheat fell 88 million bushels during April, bringing the May 1 estimate to 743 million bushels as compared with more than 823 million bushels produced last year. Neither wheat nor rye is expected to reach in 1946 the level harvested in the past two years. Lack of soil moisture in the western Great Plains and in the Southwest are seen as a threat to otherwise bright prospects for 1946 crops. Spring truck crops are expected to be one-sixth larger than the record tonnage of last spring. Both early and late potato crops are estimated at record high levels (OFAR reports world potato production for 1945-46 at 11 percent below last season and 20 percent under the 1935-39 average). Because of a record carryover of hay and good prospects for this year, the total hay supply may be the largest known.

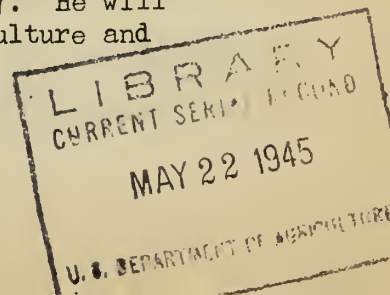
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PLENTIFUL FOODS FOR JUNE. . . . Foods expected to be plentiful in June on a country-wide scale include potatoes, oranges and lemons, onions, carrots, cabbage, and turkeys. Except in a few metropolitan areas, eggs will be plentiful unless the feed shortage causes a reduction in egg production. Fresh vegetables from local truck farms and market gardens will be available in quantity in many areas.

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SECRETARY ANDERSON will address the National Peanut Council, Inc., in annual conference at Virginia Beach, Virginia, May 27. He will speak on the importance of the peanut industry to Southern agriculture and economy.

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AGRICULTURAL LEGISLATIVE DEVELOPMENTS. . . . May 9, the House agreed to a special surplus property investigation. May 10, the House passed a bill to continue the Export Control Act for one year (ready for the President). May 13, both Houses agreed to the conference report on the Patman housing bill which authorizes price control and subsidies on new houses (ready for the President); the House passed a bill to extend the Selective Training and Service Act until July 1 with a prohibition against induction of fathers and authorizing induction of only those between 20 and 30; Senate committee reported the Cooley farm credit bill with the language of the Bankhead bill; May 14, the Senate agreed to the conference report on the second deficiency appropriation bill which includes items for insect and plant disease control, forest recreational areas, water facilities, and recentralization of FCA (ready for the President); the Senate agreed to the conference report on the second appropriation recision bill which includes the Hawaiian relief item (ready for the President); the Senate agreed to the Selective Service extension measure which was then approved by the President. The House Agricultural Committee reported a bill to make various amendments to the Agricultural Marketing Agreement Act. May 15, the Senate Appropriations Committee reported the agricultural appropriation bill.

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SOME SIGNIFICANT USDA RELEASES. . . . Government grain price policy announced (by OES, USDA, and OPA)--1020; Second quarter fats and oils allocation announced--1015; REA Administrator Wickard's message marking 11th anniversary of REA--1007; Combined Food Board announces revision of allocation recommendations for 1946 meat supplies--1027; H. R. Tolley resigns as chief of BAE to become FAO officer--1028; General crop report as of May 1--1041; Four exempt States brought under pork, lard set-aside--1037; USDA announces 1946 fall pig goal (10% less than was produced last fall)--1039; Cities to sponsor conservation and collection drive at request of Famine Emergency Committee--1038; Edw. F. Knipling, USDA entomologist, receives typhus award--1048; Secretary Anderson announces 1946-47 wheat program--1056; USDA urges poultry culling to cut production costs--1053; U. S. agricultural mission to be sent to Philippine Islands by July 1--1058; The national food situation--1054; Hoover Mission's famine report to President Truman--1064; O. V. Wells named chief of BAE--1069; Resumption of coal strike would imperil food supply, Secretary Anderson tells OWMR Director Snyder--1067; Purchasers of aerosol urged to read labels--1071; and the following statements and addresses by Department officials:

\* "Power for Town and Country," REA Administrator Wickard at annual meeting of American Public Power Asso., May 9, at Memphis-- \*  
\* 949; Secretary Anderson's broadcast on increased grain ceilings, \*  
\* over CBS, May 12--1044; The Wheat Situation, address by Robt. H. \*  
\* Shields, PMA Administrator, before Millers' National Federation, \*  
\* in Chicago, May 14--1061. \*  
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HOME CANNING MATERIALS. . . . A poster with the caption "Am I Proud", a car card, and a billboard sheet for use in the nationwide home canning campaign this year are ready for the printer. Some 750,000 copies of the poster and 5,000 each of the other two items will be distributed about June 15.

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SPECIAL FAO MEETING. . . . In inviting international organizations concerned with food and some member nations of FAO to send representatives to the special FAO meeting on urgent food problems to be held in Washington, May 20-28, Director-General Orr warned that the world food situation is likely to remain critical for the next four or five years. A long-range food management plan to effect a smooth transition from emergency measures to a permanent world food policy is a main aim of the meeting.

Secretary Anderson is United States delegate to the meeting and Wm. L. Clayton, Assistant Secretary of State, his alternate. Attending as advisers will be L. A. Wheeler, Wm. A. Minor, P. V. Cardon, Hazel Stiebeling, D. A. Fitzgerald, and Robt. H. Shields, all of USDA; Andrew W. Anderson of Interior's Fish and Wildlife Service; and Edw. G. Cale and Leroy Stinebower, of the State Department. James G. Maddox of BAE will act as secretary of the U. S. group.

This special meeting which will be held in the Chamber of Commerce Bldg., 1615-H Street, N. W., Washington, will be open to the public May 20, 21, 24, and 28. The remaining days will be given over to various committee meetings. All facilities will be offered the press and a special press room reserved.

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SPECIAL POULTRY CULLING PROGRAM. . . . Extension Service and PMA are cooperating in a campaign to get poultry growers to cull about two-thirds as many low producers in their flocks between now and the end of June as they culled in four months last year, May through August. The inefficiency of feeding scarce, high-priced feed to poor layers will be stressed as well as saving grain for shipment abroad.

A kit of information aids is being sent out this week to State extension people as follows: directors, poultry specialists, editors, and marketing specialists. The kit is also being sent to State PMA offices with a letter quoting from Secretary Anderson's letter asking that PMA work closely with Extension Service in the campaign. PMA offices plan to arrange schedules with buyers for picking up poultry, conduct culling demonstrations, and the like. County agents and 4-H Club members are expected to play an important part in making the program effective.

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THE RADIO SCHEDULE for MAY 25. . . . AMERICAN FARMER, ABC, 12:30 p.m., EST.

A special FSA broadcast plus the weekly USDA news roundup for farmers on the business side of farming.

CONSUMER TIME, NBC, 12:15 p.m., EST. A special broadcast on the FAO meeting in Washington May 20-28.

NATIONAL FARM AND HOME HOUR, NBC, 1:00 p.m., EST. Featured on this program will be a discussion by John Baker, Chief of USDA's Radio Service, and Lucille H. Cohan of that office, on home freezing of fruits and vegetables. The new USDA bulletin on the same subject, AIS-48, will be offered listeners. The summary of news developments for farmers, "Department of Agriculture Headlines," will be heard as usual.

VETERANS' HOUSING PROGRAM. . . . The National Housing Agency is launching a nationwide community promotional campaign to enlist local action in support of the Veterans' Emergency Housing Program. This program calls for the construction of 2,700,000 low and moderate cost houses before the end of 1947. But, until these homes are built, it is necessary to uncover suitable living places as quickly as possible for veterans and their families, and, at the same time, fight the danger of inflation in the home-building field.

The promotional campaign is designed to give specific aid to local emergency housing committees in their efforts to get communities to: (1) Give preference to veterans in their rental or purchase of homes; (2) Curb inflation in home values; (3) Recruit needed labor for the building industry; and (4) Remodel existing space to provide additional living units for veterans and their families.

A kit of informational materials designed to help Mayors' Emergency Housing Committees, now being formed throughout the country, to marshal community support for these objectives are now being distributed by the NHA local expeditors.

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11th ANNIVERSARY OF REA. . . . REA Administrator Wickard marked the 11th anniversary of that agency May 11 by a message to this effect: More than 45 percent of America's farms are now electrified as compared with 11 percent in 1935 when REA was first established. . . Six million American farmers and other rural people who want electricity are still without it. . . consumers are being connected to REA-financed lines at the rate of 18,000 to 20,000 a month, which approaches the rate of the peak prewar year, 1940. Mr. Wickard called on rural electric cooperatives and public power districts to "move as rapidly as possible toward our goal of electric power for every American farmer." (Press Release 1007).

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\* GIVE US THIS DAY OUR DAILY BREAD! Read the Famine Campaign \*  
\* Round Up as it comes to you each week for ways to help answer \*  
\* this prayer of millions around the globe. \*  
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